
The questions below will be addressed via practical applications at the workshop taken from the text *Inside Out Coaching*:

- **Why do I coach?**
- **Why do I coach the way I do?**
- **What does it feel like to be coached by me?**
- **How do I define success?**

**WHY DO WE PLAY?**

For many in our sports culture there is only one answer to this question—we play to WIN. We are going to suggest that there is some value in this answer.

- Do we play so a high school student can develop physical skills, score 1000 points, and get a college scholarship—**YES**.
- Do we play so a team can win a conference title—**YES**.
- Do we play so high school students can have the experience of getting to and winning a state championship—**YES**.

But these reasons are simply not enough, and should not be the sole focus of interscholastic competition. The students participating in our programs need and deserve more. As important as our culture makes winning, scholarships and awards, these types of achievements don’t sustain a student’s life and they don’t develop their human potential. We must redirect our focus!
The journey begins with...

*InsideOut Coaching* – The book is written from the perspective of a football player and coach. Many good coaching practices are described and illustrated using examples from his experiences in coaching boys to men with a few examples of coaching girls to women. It is important to understand that good coaching practices transcend sport and gender. The lessons in the book can be applied to all and by reading this book coaches might also use this information to understand the perspective of some parents, boosters, and community members when athletics becomes the topic of conversation.

As you read the book and participate in the summer conference, our hope is that you become aware of the value participation can bring young people when a coach intentional becomes a transformational coach. Your impact as a coach has a ripple effect, either positively or negatively, that will be felt for a lifetime.

Becoming Intentional...

This conference will provide athletic administrators with strategies and resources that challenge the current win-at-all-costs sports culture, provides a common language that clearly defines the difference between goals and purpose, challenges us to redefine success and will guide attendees on the necessary alignment of school community around a transformational purpose statement. For coaches to provide students with more than physical skill development, strategies and winning and get to the true purpose—developing the student’s potential and providing them with skills that will sustain them for a lifetime, there must be a significant shift in how we define the value of our programs. To accomplish this type of systemic cultural shift we must clearly define the purpose of sports in our students’ lives.

### Joe Ehrmann’s Purpose Statement as he coaches...

“to help boys become men of empathy and integrity who will lead, be responsible, and change the world for good.”

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**MSHSAA/MIAAA Registration Form**

*Held at MSHSAA Office, 1 N. Keene St., Columbia, MO*

Please complete this form and return to the MSHSAA, postmarked by July 1, 2015

*(please type or print)* AD Workshop ($25) July 27, 8:00 a.m. - 1 p.m.  *(make check payable to MSHSAA)*

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**No Refunds Will Be Made After July 1, 2015**

Questions, please contact Kevin Garner or Charla Boggs at (573) 875-4880

MSHSAA Fax- (573) 875-1450